



HEALTHY PEOPLE 2010

HEALTHY PEOPLE 2010

HEALTHY PEOPLE 2010

HEALTHY PEOPLE 2010

HEALTHY PEOPLE 2010

HEALTHY PEOPLE 2010

HEALTHY PEOPLE 2010

HEALTHY PEOPLE 2010

HEALTHY PEOPLE 2010

HEALTHY PEOPLE 2010

HEALTHY PEOPLE 2010

HEALTHY PEOPLE 2010

HEALTHY PEOPLE 2010

HEALTHY PEOPLE 2010

HEALTHY PEOPLE 2010

HEALTHY PEOPLE 2010

HEALTHY PEOPLE 2010

HEALTHY PEOPLE 2010

HEALTHY PEOPLE 2010

Health Promotion & Outreach

Mission Statement:

"The Division of Health Promotion and Outreach is committed to enriching the lives of people of all cultures so that individuals are empowered to assume responsibility for their own health."

§ **EPIDEMIOLOGY**

§ **PUBLIC HEALTH NURSING**

§ **ANIMAL CONTROL**

§ **HEALTH PROMOTION & OUTREACH**

§ **DENTAL HEALTH**

§ **ENVIRONMENTAL HEALTH**

1997-98
Annual
Report

HEALTHY PEOPLE 2010

Health Promotion & Outreach

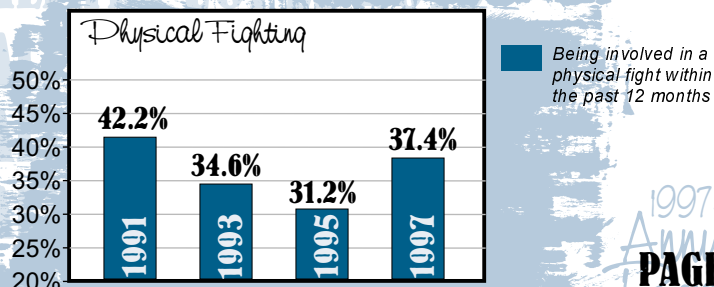


Healthy Children, Youth & Families

Promoting and protecting the health of children and youth is accomplished through prevention programs that involve the entire community.

Accomplishments:

The 5th Youth Risk Behavioral Survey will be completed in May, 1999. Developed by the Centers for Disease Control and Prevention, the survey assesses youth behaviors in the areas of tobacco use, violence, alcohol and drug use, suicide, nutrition and physical activity. The Department started surveying youth risk behaviors in 1991.



Source: Lincoln-Lancaster County Health Department

"The Safe Night program has helped me get a focus on my future. I want to help others and have chosen a career in special education."

Brian
VanLaningham
Safe Night
Coordinator

With the assistance of AmeriCorps* VISTA members and a commitment from MADDADS, the "F" Street Recreation Center, the Salvation Army of Lincoln and the Lincoln YWCA; SAFE NIGHTS are becoming the place to be for local children and youth. Over 800 youth attended 18 SAFE NIGHTS events, participating in basketball/volleyball tournaments, dance contests, making jewelry and pottery. A core component of each Safe Night is a "teachable moment" when youth are engaged in a non-violent conflict resolution exercise.

The Health Promotion and Outreach Division, along with the Epidemiology Program, assisted in coordinating a statewide conference entitled, "Nebraska Youth At Risk, a Symposium for Community and Academic Exchange." Other major sponsors of the two-day conference included the Gallup Organization and the University of Nebraska.



"As an AmeriCorps member, I've had the opportunity to make a positive difference in the lives of children and youth. It is very rewarding to work one on one with such a great group of kids."

*Duane
"Brent" Martin
AmeriCorps Member*

Highlights

- ☛ The Comprehensive School Health Initiative (CSHI) completed its third year of working in partnership with area schools to develop coordinated systems for improving educational outcomes by addressing youth risk behaviors.
- ☛ Eighteen full-time AmeriCorps Members (aka "the Domestic Peace Corps") have been working under the auspices of the CSHI program to provide tutoring, mentoring and family outreach services to identified at-risk students at four Lincoln elementary schools. In addition, an afterschool program operated by AmeriCorps Members is now in its second year of operation at McPhee Elementary School.

- ☛ "Nebraska Reads," a collaboration between CSHI and Community Action of Nebraska, Inc., is placing 54 part-time and full-time AmeriCorps Members in elementary schools across the state through funding awarded by the America Reads Initiative. Of those 54 Members, 36 will work in Lincoln Public Schools under the auspices of the Comprehensive School Health Initiative.

- ☛ Park Middle School, McPhee, Norris and St. Mary's Elementary schools all worked to implement different violence prevention programs. Each school received a grant from Woods Charitable Fund, Inc. to develop school and family based solutions to preventing peer and family violence. The Family Violence Council worked with school personnel to produce the first violence prevention resource guide for educators.



"The Health Department is a positive community partner. Its collaboration with community schools, the Lincoln/Lancaster County Mediation Center and the Family Violence Council to develop the "Preventing Violent Relationships - Action for the Future" project has produced four individual school programs addressing the issue of violence and an educator's guide that will be distributed throughout the city and county. The Health Department has been a key player in bringing the community together to find local solutions to the problems of violence we experience."

*Pam Baker
Woods Charitable
Fund, Inc.*

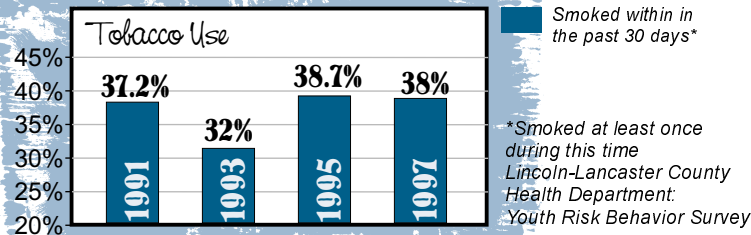
- ☛ The 1998 School Health Fair with its theme, "What Can YOU Do?" engaged more than 1,000 Lincoln and Lancaster County elementary and middle school students in an illustrated essay and community service competition designed to encourage them to explore the ways they could positively impact the well-being of their community. First Lady Diane Nelson was a special guest and awards presenter at the Annual Awards Banquet, which was held in May. The United Way of Lincoln/Lancaster County and the Nebraska Volunteer Service Commission co-sponsored this year's fair.



Kids Eat Free!

This is a site for the
Summer Food Program.

- ☛ The Summer Food Program is an extension of the School Lunch Program and provides over 23,000 meals at 26 neighborhood sites between June and September. Churches, recreation centers, schools, community centers, parks, libraries, and businesses can qualify as USDA approved sites serving children and youth. This year was a first for serving breakfast at McPhee Elementary and the Salvation Army.
- ☛ Lincoln and Lancaster County teens have become increasingly involved with tobacco prevention among their peers. They are learning about the Four A's of Tobacco Control - Access, Appeal, Affordability, and Clean Air.
- ☛ **Access:** Teens, along with the Lincoln Police Department and LLCHD do periodic compliance checks of retailers to discourage illegal sales of tobacco to minors.



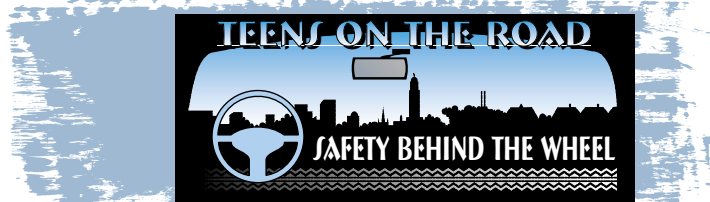
- ☛ **Appeal and Affordability:** Teens from local high schools have surveyed more than 30 local retail establishments to assess amount of tobacco advertising, tobacco promotions, and where product is placed. In addition, dozens of teens have been trained through the Teens Against Tobacco program to teach hundreds of elementary students tobacco prevention skills.
- ☛ **Clean Air:** Students in the high schools' parenting classes have learned the importance of raising children in a smoke-free environment.
- ☛ The Health Department, Lincoln Police Department and youth teamed to continue the campaign to reduce illegal tobacco sales to minors. Through a combination of education and enforcement, the rate of tobacco sales to minors has decreased from 53% to 20%.

Injury Prevention & Traffic Safety

The Injury Prevention Program reached 22,730 Lincoln-Lancaster County residents during the year through 121 presentations/workshops, 4 brown bag medication reviews, 19 health fairs, 20 injury prevention programs, 15 in-service training sessions, 11 injury prevention coalition meetings, 15 media events, 62 injury surveillance system inquiries, 6 television programs, and distribution of 5976 brochures and fact sheets.

Challenges

- ☛ According to the 1997 Lancaster County Youth Risk Behavioral Survey, 36.2% of all students surveyed reported having ridden in a car in the past 30 days with someone who had been drinking alcohol. To address this issue and youth seatbelt usage, members of Safe Communities Coalition worked with two rural and three urban high schools to coordinate traffic safety activities for youth. The new graduated licensing system in Nebraska requires parents to get more involved with the behind-the-wheel supervised driver training of their teenagers. New application requirements for youth permits include either proof of the completion of a DMV approved driver safety course or an affidavit of 50 hours supervised driving time. In response to this change, the LLCHD is offering a series of Youth Driver Training Programs to include both parents and teen drivers.



Accomplishments

- ☛ Over 5,000 youth were reached directly through distribution of material, grim reaper programs and all-school assemblies.
- ☛ An additional 4,000 were estimated to be indirectly reached through observational seatbelt surveys, speed radar monitoring and wrecked car displays.
- ☛ The wrecked car display with Buckle Up and Don't Drink and Drive message was used at five sites throughout the year.
- ☛ Over 400 eggmobil occupant restraint demonstrations reached over 11,000 children and adults at 40 community health fairs.
- ☛ An estimated 3,800 people attended other safety presentations, including 40 professional child care providers.



Under the leadership of the Lincoln-Lancaster County Health Department a Safe Communities Coalition was formed to mobilize the public on issues of health education, data sharing, program development and evaluation and enforcement.

Highlights

- ☛ 1,500 copies of the Safe Communities Resource Guide were printed for county-wide distribution to child care centers, WorkWell members, senior centers, recreation centers and through Lincoln and Lancaster County Schools.
- ☛ Safe Communities members coordinated a seven-week pedestrian safety campaign with a total of ten organizations. The campaign included a walkability survey, funded through the Lincoln Board of Realtors and six neighborhood associations, promotion of community walk events and safety education workshops.
- ☛ Safe Communities partners joined SAFE KIDS members in coordinating several events to promote the proper use of child safety seats:

The 2nd annual "Diaper Derby" at Gateway Mall

Over 200 child safety seats were inspected for proper use at Park Place Pontiac, Cadillac, GMC and Mercedes Benz; Trinity United Methodist and Goodyear Childcare Centers.

54 staff from these organizations and 8 SAFE KIDS Coalition members received technical training on correct installation and use of child safety seats.

The Department works to accurately assess health concerns and mobilize the community to respond.

- ☛ The Injury Surveillance System provides an accurate accounting of intentional and unintentional injuries resulting in hospital and emergency room visits. Over 23,000 E-Coded (external cause) medical records were collected last year.

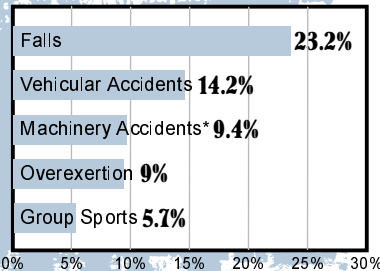
The greatest losses of productivity and years of potential life are among our children and youth.

Leading Causes of Injury for all Ages

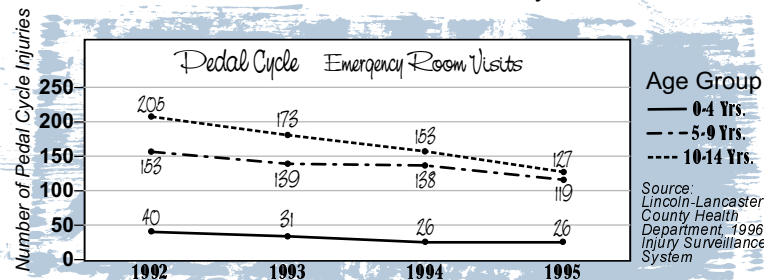
Based on emergency room visits, 1992-1995

*Accidents with dangerous tools, appliances and machinery

Source: Lincoln-Lancaster County Health Department

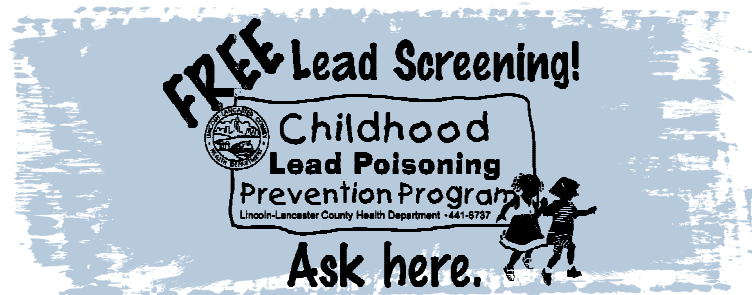


- The SAFEKIDS Coalition seeks community involvement to identify solutions to preventing injury to children and youth. Data from the Injury Surveillance System indicates that falls are the leading cause of injury resulting in an emergency room visit.
- In an effort to reduce the increasing incidence of childhood sports-related injuries, 3 presentations were provided to over 200 volunteer coaches of youth league soccer, basketball and football teams. Print information on prevention of sports-related injuries were developed and included in 500 volunteer coaches packets.
- Partnerships with the Kiwanis Clubs of Lincoln and Lincoln Public Schools enabled the SAFE KIDS Coalition to reach over 3000 youth with bicycle safety education and sell over 600 low-cost bike helmets at 32 elementary school bicycle safety rodeos. Over 300 helmets were sold to area member businesses of WorkWell, Inc., and Family Care Solutions.



Preventing Lead Poisoning Among Children

Childhood Lead Poisoning screening of 1535 high risk children, ages 6 months to 6 years revealed a 9.9% elevated blood lead level among those screened. 14.3% of the children screened at the LLCHD Clinic were found to have elevated blood lead levels and 10.0% of the children screened door to door had elevated blood lead levels. Medical case management and environmental assessment follow-up was completed on all lead-poisoned children according to Center for Disease Control and Environmental Protection Agency guidelines.



- ☛ The Childhood Lead Poisoning Prevention Program was initiated in 5 Southeast Counties of NE through cooperative arrangements with Johnson and Nemaha County Health Departments.
- ☛ Childhood Lead Poisoning screenings are offered to high risk children through the Lincoln-Lancaster County Health Department, including Well Child Clinic, Immunizations, Woman, Infant and Child (WIC), Dental Health and Walk-ins. Additionally, screening sites were arranged through the cooperation of select neighborhoods and churches, businesses, child care facilities, Elementary schools, Head Start Programs, Family Service WIC Programs, and community events.

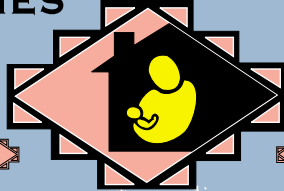
Reducing Health Disparities and Promoting the Health of All Cultures

Neighborhood outreach, cultural competence and community partnerships continue to be the cornerstones of the Healthy Homes Program. Prevention and treatment services contribute to the self-sufficiency of families of all cultures.

Accomplishments

- ☛ Healthy Homes has completed its fifth year of serving minority families. Special characteristics of the program include: promoting self-sufficiency, parent education, home visitation, preventive health services, transportation, translation and a flexibility to the needs of the clients.
- ☛ An integral part of the Healthy Homes Program is the diversity training provided to the community. Over 60 workshops with over 2000 participants were provided to medical health and human service providers, church, civic and social groups.

HEALTHY HOMES



PROMOTING THE HEALTH OF
PEOPLE OF ALL CULTURES.
A PROGRAM SERVING
PREGNANT WOMEN,
NEWBORNS & INFANTS.

- Over 854 pregnant women or mothers with infants have been referred to the Healthy Homes Program; 107 families have been completed and 134 families are currently participating; 183 families have been referred to other providers; 63 are on a waiting list and 20 families are part of the Healthy Homes extended outreach activities.
- Nearly 300 Teddy Bear Cottage participants accumulated points for healthy behaviors and exchanged these for needed children's clothing and baby items. Lincoln Kiwanis Clubs have volunteered 232 hours to staff and stock the Cottage.
- Over 1818 individuals were reached through 57 presentations emphasizing the importance of providing culturally expectant preventive health services.
- 182 car safety seats were loaned to 285 families.

23% of Healthy Homes mothers are teenagers compared to 9.4% of the general population.

49% of clients were provided translation/transcription services.

67% of Healthy Homes mothers and babies received assistance with medical transportation.

96% of clients enrolled in WIC.

95% of all Healthy Homes families are part of a joint case management plan.

Healthy Adults



WorkWell, Inc.



Highlights

- ☛ Lincoln is well on its way to becoming the nation's fourth Well City. This prestigious award will be achieved through the commitment of employers to their employees' health by participation in the nationally recognized Well Workplace process. Eight of WorkWell's 100 companies have achieved Well Workplace status, seven more are completing the process, and at least 15 will begin Well Workplace in 1999. Currently, nearly 10,000 Lincoln employees work for Well Workplace companies.
- ☛ To meet the growing demand by business for health promotion at the worksite, WorkWell has expanded its boundaries to include counties in southeast Nebraska. Already taking advantage of this opportunity are Farmland Industries in Crete, Weeping Water Public Schools in Weeping Water, and the Southeast Community College campuses at Milford and Beatrice.
- ☛ Recognizing the need for staff to actively model good health behaviors, the four CSHI schools, McPhee, Roper, Fredstrom, and Elliott have become members of WorkWell.
- ☛ Comprehensive employee health assessments and wellness counseling were provided to 340 city and county employees. Identifying and addressing employees' health risk factors is an important goal of the wellness program. In addition, 1900 city employees received monthly wellness newsletters, and 1400 employees participated in health presentations and activities.

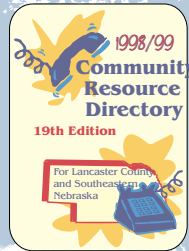
"Women's health issues are important to the community. Early detected breast cancer among women has a 90% survival rate. The Every Woman Matters program assures all women have access to important health services."

*Charlotte Burke,
Community Health Educator*

- ☛ "Every Woman Matters", a breast and cervical cancer detection program with a focus on women ages 50 to 64, is working with local businesses to inform employees about the availability of free mammograms and pap tests to eligible women. In addition to cancer's potentially devastating emotional consequences, it can be devastating financially. An early detected breast cancer costs approximately \$12,000 while a late detected breast cancer can cost more than \$145,000.
- ☛ The Every Woman Matters program received an award from the state program to assess the degree of compliance among participants with annual mammogram and pap test re-screening. Of the 160 women contacted, 78% had either made or completed their appointments for re-screening. The remaining 22% were encouraged to complete their annual exams and were assisted with transportation and/or translation when needed.
- ☛ The Mobile Health Clinic has become widely recognized throughout the community. Purchased by the Public Health Foundation with contributions from the community, this versatile vehicle is equipped to provide dental, medical, and health education services to the high risk and under-served populations. In the past year, LLCHD, in cooperation with Lincoln Public Schools, has utilized the clinic to provide school-site dental services to hundreds of at-risk children. In addition, the clinic has established regular hours of service at the Malone Community Center, the West Lincoln Family Resource Center, a WIC site in Northeast Lincoln, and at CenterPointe. In the past year nearly 1100 children and adults, who otherwise may have difficulty accessing needed health care, have received services at the mobile health clinic.

Information and Referral

Improving access to health services requires that the public be informed of what services are available. The Department works with the community to assure that health services are promoted to all populations.



Accomplishments:

- ☛ Over 40,000 copies of "Community Connections" were produced and distributed throughout Lincoln and Lancaster County. The 1997-1998 guide listed over 600 resources for families. \$7500 was received in donations to offset printing and distribution costs.
- ☛ The 19th edition of the Community Resources Directory was computerized using a new software program called IRis. New information and referral technology has made it possible to create a Directory on Disk and to offer computer networks that enhance communication and improve service to those individuals seeking health and human services.
- ☛ Over 435 new health and human service profiles were added to the directory database bringing the total to 835 listings.
- ☛ The Human Services Federation and the Lincoln-Lancaster County Health Department collaborated on hosting four brown bag luncheons. The lunch and learn sessions provide provide staff development opportunities to individuals and volunteers that worked in a variety of health and human service settings.
- ☛ The 1998 Blue Pages were published in the Aliant Communications phone book. This valuable service would not be possible without support from the Human Services Federation and Aliant Communications.
- ☛ The Department maintains a public health library that is open to the public Monday-Friday, 8:00 a.m. to 4:30 p.m. Consumer health information is available on a variety of subjects. The Department's public health reports are also kept in the library.
- ☛ Department staff were able to assist non-English speaking individuals through the use of Language Lines. While the Department employs Spanish and Vietnamese speaking staff, we also see Russian, Korean, Arabic and Bosnian families. The Department is currently working with the New Americans Task Force to develop a local language assistance service.

GRANTS/AWARDS, 1997-98

Childhood Lead Poisoning Prevention	\$157,470
Centers for Disease Control and Prevention	
Environmental Protection Agency	\$ 60,000
Nebraska Department of Health & Human Services	
Cardiovascular Risk Reduction	\$ 30,900
Nebraska Department of Health & Human Services	
Tobacco Prevention Education	\$ 33,000
Nebraska Department of Health & Human Services	
Every Woman Matters	\$ 50,195
Nebraska Department of Health & Human Services	
Traffic Safety Education	\$ 61,940
Nebraska Office of Highway Safety	
Comprehensive School Health Initiative	\$ 20,000
AmeriCorps Members	\$197,695
Corporation for National Service	
AmeriCorps Vista	\$ 70,677
Corporation for National Service	
SAFEKIDS	\$ 5,000
National SAFEKIDS	
Summer Food Program	\$ 81,500
United Department of Agriculture	
<i>(includes reimbursement for meals)</i>	
Injury Prevention/Surveillance	\$ 8,381
Nebraska Department of Health & Human Services	
Violence Prevention	
Woods Charitable Fund, Inc.	
1997-98 Implementation Grant	\$ 20,000
Safe Nights	\$ 7,000
School Health Fair	\$ 2,500
Community Donations	

